

Household Survey



**Think of how much
communication has
advanced in your lifetime...**

with inventions such as fax machines, cellular phones, and personal computers.

It's about to advance again.

Last year, the City of Lynchburg connected all public schools and most city government buildings with a special cable. This new system, called a "fiberoptic network" can carry computer, phone, and video information faster than has ever been possible in Lynchburg before.

Now that it's in place, the fiberoptic network can be used as a valuable resource for homes and businesses in the area. The City would like to hear from you about how this system could be put to work to help Lynchburg citizens.

THE BIG PICTURE

Lynchburg's fiberoptic network could improve—and even make more affordable—many of the communication services that are currently available.

What's most important to you?

The following is a general list of communication services that you might currently use or expect to use in the next 2 to 5 years from your home. For each, please indicate if you currently use the service, or if you plan to use it in the future. (Please circle answers below.)

| | Now | | | Future | | |
|-------------------------|-----|----|------------|--------|----|------------|
| | Yes | No | Don't know | Yes | No | Don't know |
| Local telephone | ● | ● | ● | ● | ● | ● |
| Cable TV service | ● | ● | ● | ● | ● | ● |
| Cellular phone service | ● | ● | ● | ● | ● | ● |
| Internet access service | ● | ● | ● | ● | ● | ● |
| Internet on TV | ● | ● | ● | ● | ● | ● |
| Fax service | ● | ● | ● | ● | ● | ● |
| E-mail service | ● | ● | ● | ● | ● | ● |
| On-line banking | ● | ● | ● | ● | ● | ● |
| On-line shopping | ● | ● | ● | ● | ● | ● |
| Voice mail | ● | ● | ● | ● | ● | ● |
| A paging service | ● | ● | ● | ● | ● | ● |
| Satellite TV service | ● | ● | ● | ● | ● | ● |
| 800 phone service | ● | ● | ● | ● | ● | ● |
| Telecommuting | ● | ● | ● | ● | ● | ● |
| Distance learning | ● | ● | ● | ● | ● | ● |
| Distance job training | ● | ● | ● | ● | ● | ● |
| Alarm/security monitors | ● | ● | ● | ● | ● | ● |
| Other (specify _____) | ● | ● | ● | ● | ● | ● |

How many independent phone lines are currently in your home?

Wire/land lines: Now? _____ How many in 2-5 yrs.? _____

Analog or digital cellular: Now? _____ How many in 2-5 yrs.? _____

ARE YOU SATISFIED?

Fiberoptic technology can give you more choices for some communication services.

How satisfied are you with your current services?

Please rate the following providers on *quality of service* from Satisfied to Dissatisfied. On a scale of 1 to 7, indicate your level of satisfaction or dissatisfaction:

| | Satisfied | | | | | | | Dissatisfied | N/A |
|------------------------------|-----------|---|---|---|---|---|---|--------------|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | |
| Local phone service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |
| Long distance phone provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |
| Cellular service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |
| Paging service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |
| Satellite service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |
| Cable service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |
| Internet service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | ● |

Please rate the following providers on *cost of service*.

| | Satisfied | | | | Dissatisfied | | | | N/A |
|------------------------------|-----------|---|---|---|--------------|---|---|-------------|-----|
| Local phone service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |
| Long distance phone provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |
| Cellular service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |
| Paging service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |
| Satellite service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |
| Cable service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |
| Internet service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <div></div> | |

If you had a choice, would you consider switching your cable TV service to another provider?

☐ Yes ☐ No ☐ Don't know

WOULD YOU CONSIDER CHANGING?

How many separate telephone lines are currently in your home? (Check one)

Wire or land lines

- ☐ None
☐ One
☐ Two
☐ Three
☐ Four or more

Cellular

- ☐ None
☐ One
☐ Two
☐ Three
☐ Four or more

If you were approached by a reputable telecommunications company offering services comparable to your current provider at prices that reduced your monthly charge for telephone services by the following percentages, how likely would you be to switch providers?

| | Likely | | | | Not likely | | | Don't know |
|----------------------------|--------|---|---|---|------------|---|---|------------|
| If it were reduced by 10%? | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | ● |
| If it were reduced by 25%? | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | ● |
| If it were reduced by 50%? | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | ● |

Who currently provides your long distance telephone service? (check one)

- ☐ Bell Atlantic ☐ AT&T ☐ Sprint ☐ MCI ☐ Don't know
☐ Other (specify: _____)

If you had a choice, would you consider switching your local telephone service to another provider?

☐ Yes ☐ No ☐ Don't Know

If you had a choice, would you consider switching your Internet service to another provider?

☐ Yes ☐ No ☐ Don't Know

Lynchburg's fiberoptic network could expand your existing telecommunications options.

THE FUTURE

This survey will help guide decisions about the future of telecommunication services in Lynchburg. What would you like the future to hold for you?

How interested would you be if the City of Lynchburg could partner with a private provider to offer the following services at a competitive price?

| | Very interested | | | | Not interested | | |
|------------------------------|-----------------|---|---|---|----------------|---|---|
| Long distance phone service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Local phone service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Cable TV service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

When considering any of your future telecommunications needs, how important are each of the following features to you?

| | Very important | | | | Not important | | |
|-----------------------------------|----------------|---|---|---|---------------|---|---|
| Quality of service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Customized bills and analysis | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| High-speed communications | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Clarity of reception | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Price of installation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Customer service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Availability of technical support | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Service reliability | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Discounts for multiple services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Easy to use services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Variety of services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Telecommuting | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Do you anticipate buying a home computer in the next 5 years?

☐ Already own one ☐ Yes, plan to buy ☐ No, don't plan to buy ☐ Don't know

Finally, some demographic items to help us analyze the data.

Number of persons in your household:

☐ 1 ☐ 2 ☐ 3-4 ☐ 5-6 ☐ 7 or more

Indicate your level of education:

☐ Less than high school ☐ High school graduate
☐ Some college ☐ College graduate
☐ More than college graduate

Approximately what is your total annual household income?

☐ Under \$10,000 ☐ \$20,001 to \$35,000 ☐ \$50,001 to \$75,000
☐ \$10,001 to \$20,000 ☐ \$35,001 to \$50,000 ☐ \$75,001 or more

If you wish to make any comments concerning the future of telecommunications in Lynchburg, here is your opportunity:

Optional: Would you like to be informed of opportunities to participate in focus groups and/or local committees related to telecommunications?

Name: _____

Address/Phone: _____

Thank you for your participation.



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